

What is claimed is:

1 1. A method of providing a video program in response to a demand
2 by a subscriber, wherein the video program is repeatedly transmitted on one of a
3 plurality of channels, each repeated transmission separated from a previous
4 transmission by a predetermined period of time, the method comprising the
5 steps of:

6 delivering a first unencrypted portion of at least one video program
7 available for viewing on demand;

8 storing the first unencrypted portion of the at least one video program as
9 unencrypted data on a Digital Video Recorder (DVR);

10 offering the video program for purchase by the subscriber;

11 accepting a subscriber demand to purchase the complete video program;

12 retrieving the stored first unencrypted portion of the at least one video
13 program after accepting a subscriber demand to purchase the complete video
14 program;

15 authorizing capture and decryption of a remaining portion of purchased
16 video program;

17 switching from the stored first unencrypted portion of the at least one
18 video program to the remaining portion of the purchased video program.

1 2. The method as claimed in claim 1 wherein said step of delivering
2 a portion of at least one video program further comprises delivering a portion of
3 at least one video program on a hidden channel.

1 3. The method as claimed in claim 1 wherein said step of
2 authorizing capture and decryption of a remaining portion of the purchased
3 video program further comprises the remaining portion containing less than all
4 of the program and including at least the portion not stored in the first portion.

1 4. The method as claimed in claim 1 wherein said step of switching
2 from the stored first unencrypted portion of the at least one video program to the
3 remaining portion of the video program further comprises switching to the
4 remaining portion at one of a plurality of predetermined transition points.

1 5. A method for purchasing a program on demand comprising the
2 steps of:

3 sending a first unencrypted portion of the program for purchase to a
4 subscriber's digital video recorder;

5 storing the first unencrypted portion of the at least one program for
6 purchase on the subscriber's digital video recorder;

7 offering at least one program for purchase;

8 selecting the at least one program for purchase;

9 retrieving the stored first unencrypted portion of the selected at least one
10 program for purchase for viewing by the subscriber;

11 sending at least the remaining portion of the selected at least one
12 program to the digital video recorder;

13 authorizing storage and viewing by the subscriber of the selected at least
14 one program;

15 splicing the first unencrypted portion of the selected program with the
16 remaining portion of the selected video to form a complete program;

17 storing the complete program on the digital video recorder for a
18 predetermined period of time.

1 6. The method as claimed in claim 5 wherein the step of sending a
2 first unencrypted portion of a program for purchase further comprises sending
3 the first unencrypted portion of a program for purchase over a channel that is
4 hidden to the subscriber but recognized by the digital video recorder.

1 7. The method as claimed in claim 6 wherein the step of sending a
2 first unencrypted portion of a program for purchase further comprises sending
3 information about the program in addition to the first unencrypted portion.

1 8. The method as claimed in claim 7 wherein the information in
2 addition to the first unencrypted portion further comprises promotional video,
3 additional description about the program and program reviews.

1 9. The method as claimed in claim 8 further comprising the step of
2 offering a free preview of a program from the stored first unencrypted portion
3 of the at least one program.

1 10. The method as claimed in claim 6 wherein said step of splicing
2 the first unencrypted portion of the selected program with the remaining portion
3 of the selected video to form a complete program further comprises the steps of:
4 inserting triggers at predetermined transition points in the remaining portion of
5 the program;

6 delivering the inserted triggers with the program;

7 identifying the inserted triggers at the digital video recorder for
8 switching from the stored first unencrypted portion of the program to the
9 remaining portion of the program.

1 11. The method as claimed in claim 10 wherein the triggers are
2 delivered with the video.

1 12. The method as claimed in claim 10 wherein the triggers are
2 included with a service's metadata.

1 13. An apparatus for providing a program in response to a subscriber
2 demand comprising:

3 a digital video recorder being an integrated receiver/decoder having
4 digital video recording capabilities;

5 a first unencrypted portion of at least one program stored on the digital
6 video recorder;

7 an offer to purchase at least one program;

8 means for accepting the offer to purchase the at least one program;

9 means for retrieving the first unencrypted portion from storage while
10 retrieving the remaining portion of the program on the digital video recorder;

11 means for splicing the first unencrypted portion of the at least one
12 program with the remaining portion of the program to define a complete
13 program;

14 the complete program stored on the digital video recorder.

1 14. The apparatus as claimed in claim 13 wherein the offer to
2 purchase at least one program further comprises a program guide stored on the
3 at least one digital video recorder.

1 15. The apparatus as claimed in claim 14 further comprising a
2 channel hidden from the program guide but known by the digital video recorder
3 for sending the first unencrypted portion to the digital video recorder for storage
4 thereon.

1 16. The apparatus as claimed in claim 13 wherein the means for
2 splicing the first unencrypted portion with the remaining portion further
3 comprises triggers inserted into the remaining portion at predetermined
4 transition points for identification by the digital video recorder as a point of
5 transition between the first unencrypted portion and the remaining portion.